

# MOTIVATIONAL MEMORANDUM: CONSOLIDATION AND REZONING OF ERVEN 1114, 1116 and 1117 PARKMORE



URBAN & REGIONAL PLANNING  
DEVELOPMENT CONSULTANTS

**HEAD OFFICE(JHB)**

Ground Floor | Henley House |  
Greenacres Office Park

13 Victory Road | Victory Park | 2195

P.O. Box 52287 | Saxonwold | 2132

**MPUMALANGA OFFICE**

8 Doornhoek Road

Waterval Boven | 1195

P.O. Box 52287 | Saxonwold | 2132

**Tel:** +27 11 888 8685

**Fax:** +27 86 641 7769

**Email:** [info@kipd.co.za](mailto:info@kipd.co.za)

**Web:** [www.kipd.co.za](http://www.kipd.co.za)

**MOTIVATIONAL MEMORANDUM:**

**Consolidation and Rezoning**

**of**

**Erven 1114, 1116 and 1118 Parkmore**

**On behalf of Stor-Age Self Storage**

**(Pty) Ltd**

Compiled by:

Title	Position	Date
KEHILWE MODISE	PROFESSIONAL TOWN PLANNER	JULY 2018

Reviewed by:

Title	Position	Date
SASKIA COLE	LAND USE MANAGEMENT	JULY 2018

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## 1 INTRODUCTION

The purpose of this memorandum is to support the consolidation and rezoning of Erven 1114, 1116 and 1117 Parkmore, herein after referred to as “the subject properties”. The rezoning will be achieved through the amendment of the Sandton Town Planning Scheme, 1980. The application is made in terms of the provisions of the Spatial Planning and Land Use Management Act, (16 of 2013) read together with the City of Johannesburg Municipal Planning By-Laws.

Application is made to rezone the subject properties from “Business 4” (on erf 1114 and 1116 Parkmore) and “Residential 3” (on erf 1117 Parkmore) to “Special” for a multi-level storage facility with retail subservient to the main use.

## 2 SITE CONTEXT

### 2.1 LOCALITY

Parkmore is located in the northern suburbs of Johannesburg, adjacent west of the Sandton CBD (Sandown). Hurlingham Gardens is located to the north-west, Hurlingham to the west, Clynton and Riepen Park to the south west and Sandhurst to the south.



The subject properties are situated at no. 78 Lilian Avenue, 112 Third Street (Sandton Drive) and 111 Second Street, Parkmore.



## 2.2 OWNERSHIP

The subject properties are registered at the deeds office as follows:

Property details	Registered owner	Title deed no	Extent(m <sup>2</sup> )
Erf 1114 Parkmore	H A S S PROP TY LTD	T100409/2014	991.00
Erf 1116 Parkmore	H A S S PROP TY LTD	T107025/2014	991.00
Erf 1117 Parkmore	H A S S PROP TY LTD	T107025/2014	991.00
Total			2973m <sup>2</sup>

### 2.3 TITLE CONDITIONS

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There are no title conditions held in Title Deeds T100409/2014 and T107025/2014, that may restrict the proposed development.

### 2.4 REGISTERED BONDS

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There is a mortgage bond registered with Standard Bank South Africa against the properties. The bondholder's consent is included in the application.

## 3 EXISTING ZONING AND DEVELOPMENT CONTROLS

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Erf 1114 Parkmore is currently zoned as follows, in terms of Amendment Scheme no. 3020 (approved in 2000) of the Sandton Town Planning Scheme, 1980:

Development Control	Specification
Zoning	"Business 4"
Primary Rights	Offices
Floor Area Ratio	Floor area ratio shall not exceed 250m <sup>2</sup> or the floor area of existing structures
Coverage	50%
Height	1 storey (may be increased to 2 storeys)
Parking	To the satisfaction of the Local Authority

Erf 1116 Parkmore is currently zoned as follows in terms of Amendment Scheme no. 02-13364 (approved in 2013) of the Sandton Town Planning Scheme, 1980:

Development Control	Specification
Zoning	"Business 4"
Primary Rights	Offices
Floor Area Ratio	0.35
Coverage	50%
Height	1 storey
Parking	As per scheme, four (4) bays per 100m <sup>2</sup> for offices

Erf 1117 Parkmore is also zoned in terms of Amendment Scheme no. 0290E (approved in 2000), of the Sandton Town Planning Scheme, 1980 as:

Development Control	Specification
Zoning	"Residential 3"
Primary Rights	Dwelling Units and any other uses to which the Local Authority may consent
Density	60 units per hectare
Coverage	N/A
Height	1 storey (may be increased to 2 storeys)
Parking	As per scheme

The zoning certificates for all mentioned properties have been attached hereto.

## 4 PROPOSED ZONING AND DEVELOPMENT CONTROLS

The proposed development rights are detailed as follows:

Development Control	Specification
Zoning	"Special"
Primary Rights	Multi-level self-storage facility with offices and retail related to and subservient to the storage
Density	N/A
Floor Area Ratio	2.8
Coverage	65%
Height	5 storeys but the height of the building may not exceed 18m
Parking	As per approved Site Development Plan
Building Lines	5.0m along street boundary 3.0 m along all other boundaries

The self-storage facility is defined as:


*"A multi-storey building consisting of self-contained units that are leased or rented on an individual basis that are used for the storage of personal property and/or household and business goods. Storage containers and single storey drive up self-storage units are not considered multi-level self-storage facilities".*

## 5 SURROUNDING ZONING

In terms of the Sandton Town Planning Scheme, 1980, the zoning of the erven surrounding the subject sites are as follows:



### Legend

-  Special Zoning
-  Residential 1
-  Business 4
-  Residential 3
-  Institutional



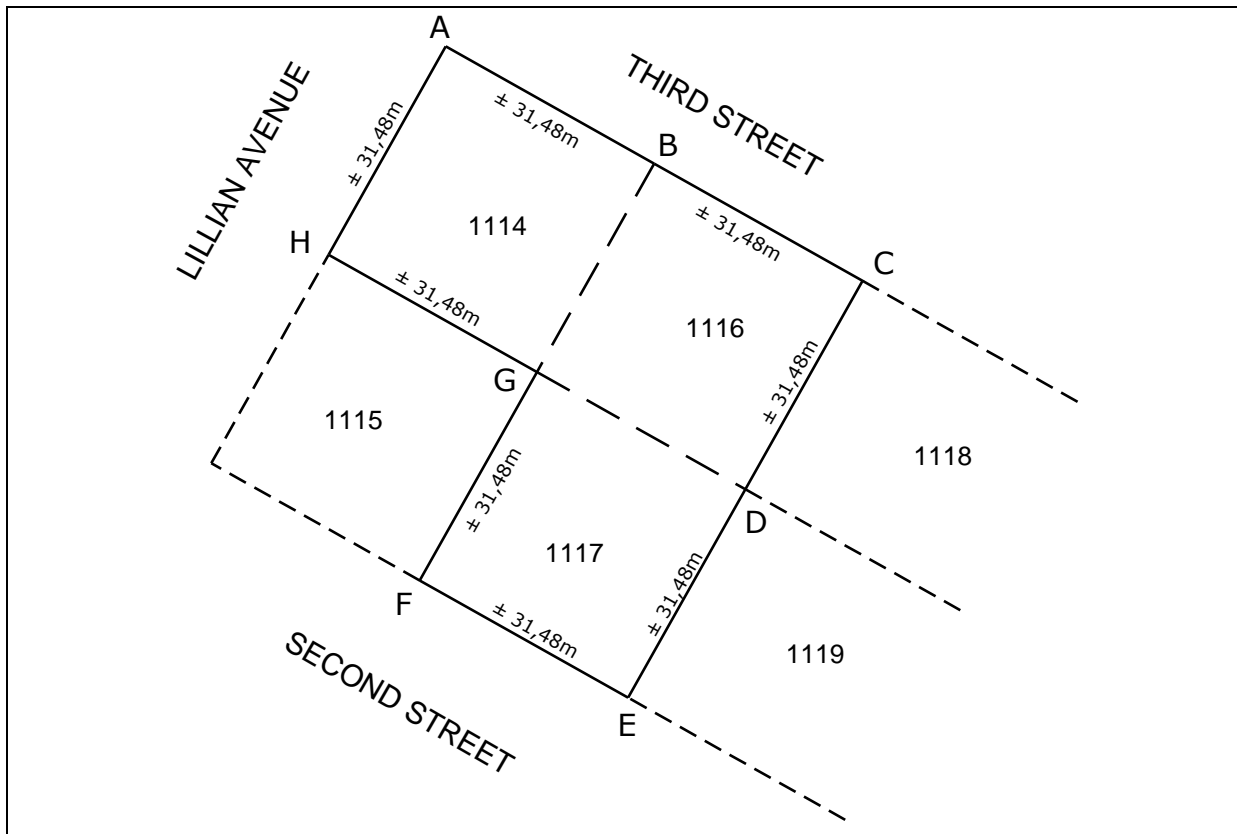
## 6 SURROUNDING LAND USE

The surrounding land use are indicated in the map below. The majority of the properties along Sandton Drive have non-residential land use rights.



## 7 CONSOLIDATION

Application is also hereby made for the consolidation of Erven 1114, 1116, and 1117 Parkmore. It is necessary to consolidate the erven in order to create a larger stand that will accommodate the development. The consolidation of the stands will also benefit the owners with regards to the efficient management and administration of the municipal accounts.



## 8 DEVELOPMENT INTENT

The development intent for this site is for a modern self-storage facility which aims at providing its service to the surrounding residents and businesses in the area.

The developers have successfully completed a number of similar projects in Johannesburg and across the country. This facility is not the conventional self-storage development which has 'garage style' units, but instead a multi-storey, modern facility which has the aesthetics of a modern office building. This is essentially different from a warehousing type of operation where the customer's goods are under the lock and key of the warehouse manager. In a self-storage setting the customer has sole autonomy to access and manage their unit.

Self-storage is the term used to describe facilities leased out to tenants wishing to store excess goods, the units is seen as an extra room to ones dwelling unit. Modern day self-storage facilities across major cities are now located in core retail and office areas, as well as within the heart of residential neighbourhoods. The reason for introducing self-storage facilities closer to the urban core is that, with the increase in densities, and a reduction in the sizes of homes, people are finding it necessary to have a place to store their possessions which is close by, not too large in size and is safe to access at all hours. For storage of for example their golf clubs and other sporting gear, furniture, clothes, kitchenware, office files, etc.

These units vary in sizes and are leased out on a monthly basis. The customer base ranges between households and businesses. Therefore, the facility is designed for the convenience of the occupants of the surrounding residential and business developments to store household and business goods.

The building will be specifically designed to ensure that the structure takes the surrounding architecture and ambiance into consideration and therefore ensure that the structure exists in harmony with its neighbouring developments.

The image of how the building could look on the subject properties is shown below. As can be seen the building is designed in a manner that resembles an office building, as opposed to a conventional storage warehouse.



In terms of sustainability, the location of this facility allows its customers to make short trips or combining various destinations in one trip. This facility will be serving the community of Parkmore, Sandhurst, Hurlingham, Hurlingham Gardens and more within the regional node and beyond. Stor-Age has developed similar self-storage facilities in Cape Town and Johannesburg and have been largely successful as there is a great demand for storage space in close proximity to home and work.

## 9 PARKING

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Application is being made for a parking ratio of 0.17 bays per 100m<sup>2</sup> of gross leasable floor area (GLA). This parking ratio has been calculated by studying Stor-Age's other existing facilities.

In 2015 Stor-Age commissioned a traffic and parking study through Gibb Engineering, an update of the 2011 study. Five (5) mature stores were monitored in terms of their traffic generation and parking requirements. An extract of the results is given in the paragraph below.

"The results suggest that for a facility with a GLA of 8,000 m<sup>2</sup>, the daily peak of visitors to the facility at any given time was 14 vehicles, with a duration for the maximum allotment of less than 1 minute. On average, no more than 6 vehicles were at these facilities at any given time. If we were to double the building size and the corresponding vehicle access, a daily peak of 28 vehicles and an average of 12 vehicles at any given time would be the result. The requirement for parking is therefore significantly less than in almost any other business land use with a required parking ratio of 0.17 bays per 100m<sup>2</sup> of GLA."

A copy of the parking study has been submitted with this application.

## 10 TRAFFIC

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With regard to the traffic volumes, the proposed self-storage facility will not attract peak time traffic and will not generate more than 50 trips per day. The storage facility only employs a small number of people for security and to man the reception area. Traffic generated will mainly be off peak as customers using the facilities will most likely visit the site after hours or on weekends, thus not affecting peak time traffic.

A general traffic study for five of the Stor-Age branches was taken in 2011, conducted by GIBB Engineering and Architecture Consultants. The five branches studied were in Edgemoed, Table View and Gardens in Cape Town, and Constantia Kloof and Kempton Park in Johannesburg. The branches were selected based on their diverse customer base and location. Each branch comprised of storage areas and a storage-related retail store.

#### Gross Leasable Area of Surveyed Facilities

City	Branch	GLA (m <sup>2</sup> )
Cape Town	Edgemoed	6 693
	Table View	10 006
	Gardens	8 829
Johannesburg	Constantia Kloof	5 401
	Kempton Park	9 214

The manual traffic count recorded the number of vehicles entering and exiting the self-storage premises and categorized the purpose of traffic as existing customers, visitors for enquires and staff. It was found that existing customers contributed to the majority of the traffic generation on both weekday and Friday (61-67%), while staff contributes to between 18% and 20% of the total traffic.

#### Daily Trip Generation Rates:

City	Branch	GLA (m <sup>2</sup> )	Weekday		Friday	
			Total Daily Trips	Daily Trip Generation Rate (Trips / 100m <sup>2</sup> GLA)	Total Daily Trips	Daily Trip Generation Rate (Trips / 100m <sup>2</sup> GLA)
Cape Town	Edgemoed	6 693	191	2.86	145	2.17
	Table View	10 006	157	1.57	261	2.61
	Gardens	8 829	152	1.72	204	2.31
Johannesburg	Constantia Kloof	5 401	78	1.44	109	2.02
	Kempton Park	9 214	190	2.06	188	2.04
<b>Total</b>		<b>40 143</b>	<b>154</b>	<b>1.93</b>	<b>181</b>	<b>2.23</b>
<b>Average</b>			<b>2.08</b>			

The self-storage facilities have an average daily trip generation rate of 1.93 trips/ 100m<sup>2</sup> GLA and 2.23 trips/100m<sup>2</sup> GLA on a Friday respectively and an overall average daily rate of 2.08 trips/ 100m<sup>2</sup>. The detailed report is attached herein as part of the application.

## 11 ENGINEERING SERVICES

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Due to the fact that the proposed development is not people intensive, the service consumption is substantially less than a typical business use. The capacity to run the existing development should be sufficient to service the proposed facility.

## 12 MOTIVATION

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The motivation for the consolidation and rezoning of the subject properties are expressed in terms of the need and desirability below:

### 12.1 NEED

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The subject property is located along Sandton Drive which is characterised by non-residential uses. It is further located in close proximity to the Sandton CBD where there are various businesses in operation. Furthermore, the properties are located close to residential properties of various housing typologies. Higher density development often does not have on site storage space, and if they do they have to be bought at exorbitant prices, thus making this facility a much more cost-effective service. The surrounding businesses also have the option of accessing smaller storage space if they do not require a larger industrial style storage space. Moreover, the storage units are leased for certain periods of times, as may be required by the customer, thereby not forcing them to buy a storage unit which will not be optimally used.

Furthermore, facilities of this nature are few in the Sandton and surrounding areas. The self-storage facility is therefore addressing the need for additional space in the area, as it is a well-known fact that property in well located, economically vibrant areas is extremely expensive to own and maintain which makes smaller units much more economical and thus decreasing additional space for surplus goods and therefore increasing the need for storage facilities.

## 12.2 DESIRABILITY

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The desirability of developing a self-storage facility is described with the aid of development policy affecting the area, namely the Regional Spatial Development Framework.

### 12.2.1 REGIONAL SPATIAL DEVELOPMENT FRAMEWORK (RSDF) 2010/11

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In terms of the RSDF 2010/2011, the subject sites are located in Region B, Sub Area 15. The objectives for the sub area state that offices in existing structures may be permitted on properties on the southern side of, and directly adjacent to Sandton Drive.

However, the subject properties will be consolidated into one entity. In the case of the RSDF it does not take into consideration the instance whereby the stands are consolidated in to bigger properties, and may require the existing buildings to be demolished. It is in our opinion that the City of Johannesburg should consider the application on an individual basis, and approve it in terms of its merit and practicality of the proposed use.

### 12.2.2 SANDTON URBAN DEVELOPMENT FRAMEWORK (SUDF), 2008

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The height for the proposed development is motivated in terms of the Sandton Urban Development Framework, 2008. We are aware that the subject property is located  $\pm$  550m from the Sandton node, however we are of the opinion that the close proximity of the site to the node should be taken into consideration.

The SUDF states, among others that:

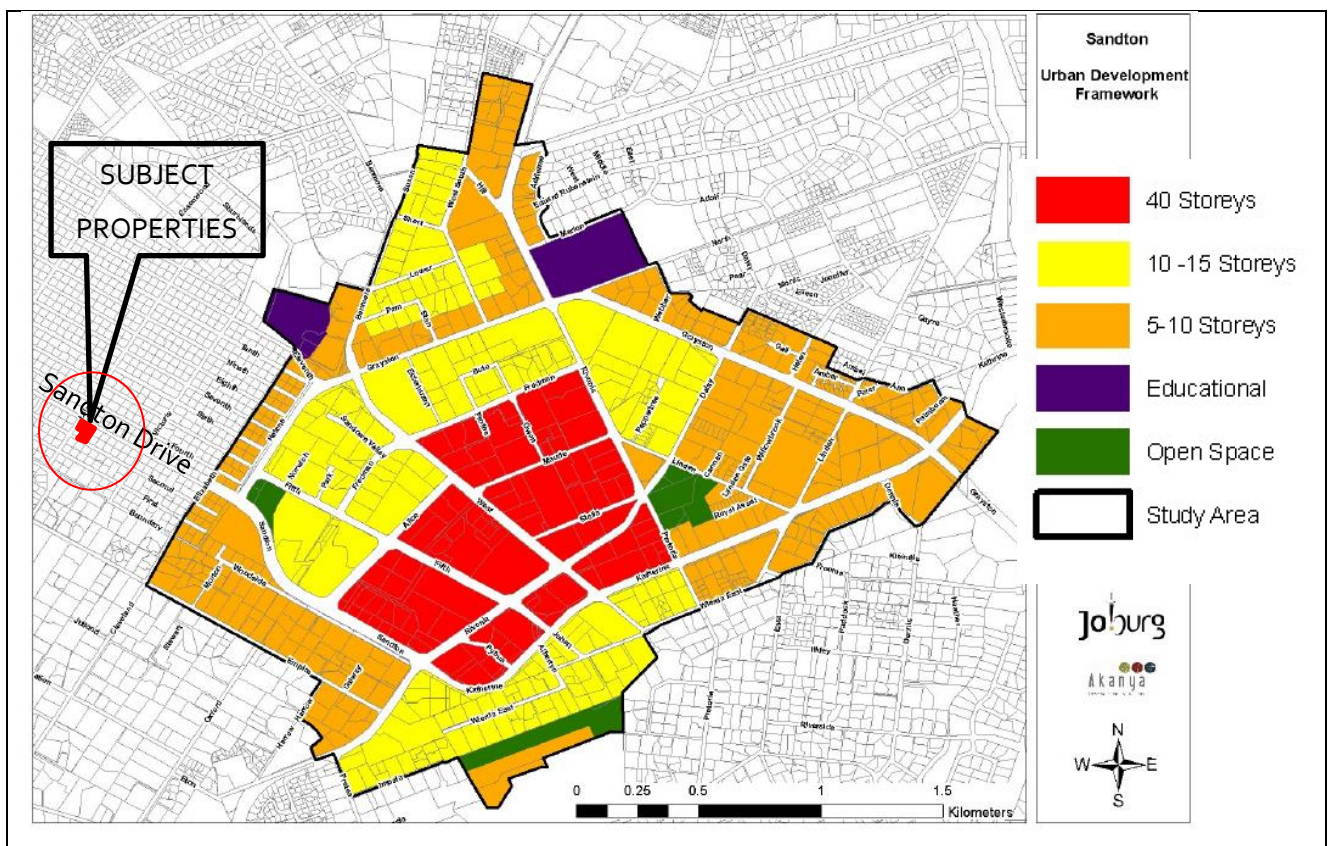
“Building height in Sandton ranges from 2 storey houses to 60 storey sky scrapers towering above the rest of the distinctive Sandton skyline. Different from other areas such as Rosebank, building height in Sandton has not been a determining factor in the density of the study area. The extreme heights can be contributed to the high land values and developers wanting to maximise their profits by going as high as possible. Thus, the Sandton study area will not battle to maintain high densities which are required for the public transportation to function at its best.”

Considering the above extract of the Sandton UDF 2008, the following conclusions in regards to building heights can be derived:

1. The Sandton Node area is no stranger to maximized heights;
2. There is an existence of high densities in Sandton, which therefore solidifies the relevance of the proposed development in the area, as there is a need for storage facilities for both residential and business purposes; and
3. The Sandton Node attracts a high interest from developers looking to maximize profits on their investments and provides the ideal ground for developments requiring large floor areas.

The SUDF provides a supportive policy which understands that Sandton has been shaped by its flexible development envelope which is maximised by developers.

The following plan indicates the proposed heights which will be supported within the Sandton node.



In an urban landscape, the gradation of heights is utilised from high in the middle, tapering outwards to the surrounding areas. The above plan shows that the Sandton Node has also been designed as such.



The SUDF states that the surrounding areas filtering into residential suburbs are seen to maintain their residential character with height reaching up to 5 storeys. Considering that the site is within a close proximity to the node and in an area which supports up to 5 storeys for residential uses, the proposed development is within the height requirement, and furthermore, will only go up to an equivalent of 3 storeys, exceeding by an additional 1.8m high.

### 12.2.3 ADDITIONAL HEIGHT REQUIREMENTS

The Sandton Town Planning Scheme, 1980, neither defines a storey nor does it specify the exact height in meters of a storey. However, the City of Johannesburg has taken the definition of a storey as stated in the Johannesburg Town Planning Scheme, 1979, through into their proposed amalgamated City of Johannesburg Land Use Scheme, which is yet to be formally approved. The application thereby requests an additional height for the development utilizing the definition in the upcoming amalgamated scheme.

In terms of the proposed amalgamated scheme, the definition of a storey is as follows:

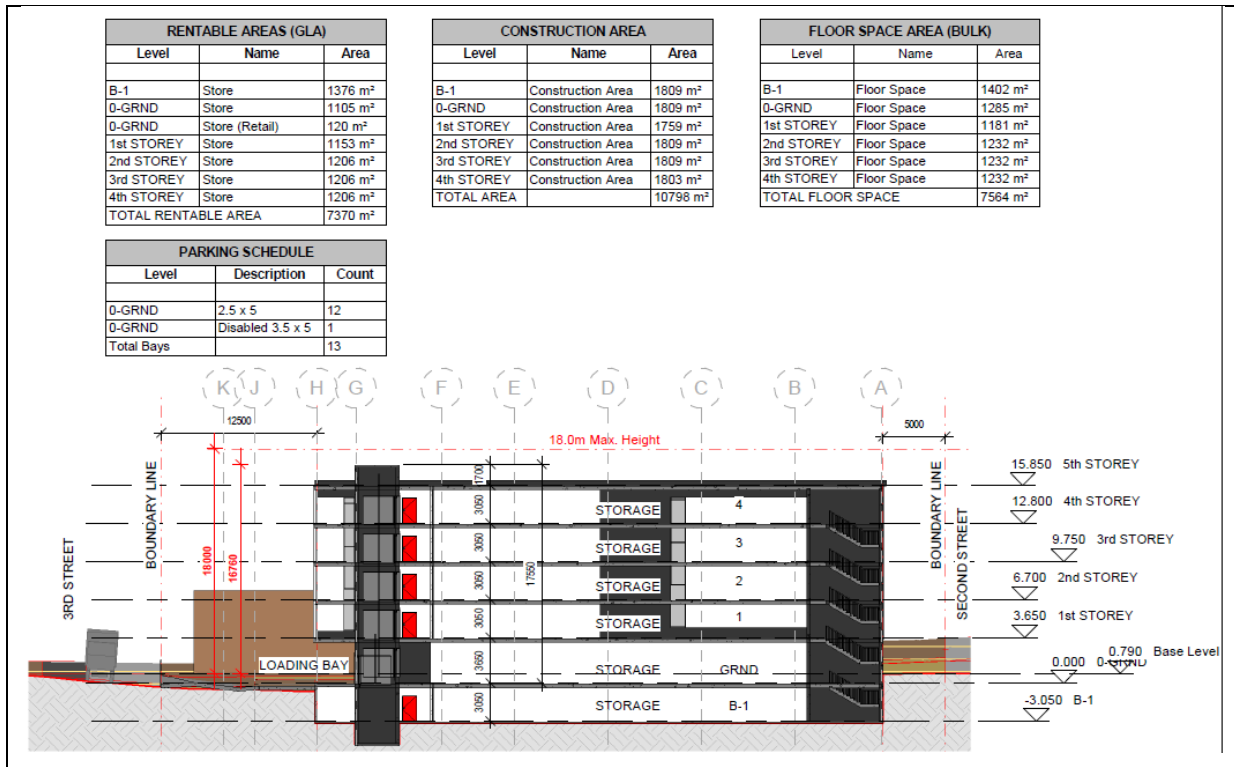
“Means that portion of a building included between the surface of any floor and the surface of the next floor above, or if there is no floor above the ceiling, provided that:

- (i) A basement does not constitute a storey;
- (ii) A roof, or dome which forms part of a roof, shall not constitute a separate storey unless the space within the roof or dome is designed for, or used for, human occupation, in which case it is counted as a storey; and
- (iii) The maximum height of the ground storey shall not exceed 6,0 meters and every additional 4,5 meters in height or portion thereof, shall be counted as an additional storey.
- (iv) The maximum height of any other storey shall not exceed 4,5 meters and every additional 4,5 meters in height or part thereof shall be counted as an additional storey.
- (v) The height limitations are indicated in Table 4”

In terms of the above definition, the potential height of a three (3) storey building can be calculated as follows:

Ground Level	-	6m		
First Floor	-	4,5m		
Second Floor	-	4,5m	=	<b>15m</b>

We understand that in buildings constructed for storage by Stor-Age, the floor to ceiling height of a storey is 2,8 m. Thus in a Stor-Age designed building that is 15 m high, one could potentially fit 5,36 storeys. Working with a 60% coverage, a five (5) storey building on the subject properties would have a floor area of 8 920m<sup>2</sup>, which is insufficient. In order to attain the required floor area, the building must have at least 6 (six) storeys at 60% (10 704m<sup>2</sup>). A six storey building would measure 16,8m, which is only 1.8m higher than 3 storey building with maximum floor to ceiling heights. Below is the site plan depicting the height of the building:



### 13 SPLUMA DEVELOPMENT PRINCIPLES

In terms of the Spatial Planning and Land Use Management Act (Act 16 of 2013) (SPLUMA), the following principals apply to spatial planning, land development and land use management and are hereby applied to this application:

SPLUMA Referral		Proposed Development Compliance
7 (a)	Spatial Justice	This rezoning is being submitted to amend the development rights on the site, in accordance with the development policy. In this process, the land will be used more efficiently, as the development controls will be maximised. As this is not a

		greenfield development but rather a redevelopment and is not a residential development, the underpinning principles of spatial justice cannot be applied.
7 (b)	Spatial Sustainability	This rezoning will allow the best possible use in the more efficient and equitable manner. As it is a low impact facility, it makes use of the existing infrastructure and will put little strain on the exiting service network. Furthermore, its proximity to roads and mobility spines makes the site exceptionally accessible.
7 (c)	Efficiency	Due to the fact that this rezoning ensures the current development is optimally built in terms of development controls within the regional node, the principles of efficiency are completely applied and adhered to. The facility will make use of existing infrastructure and optimally use this infrastructure.
7 (d)	Spatial Resilience	Not applicable to this development
7 (e)	Good Administration	This property is not in contravention with the development policy of the City of Johannesburg. Therefore, this application is in line with the governmental policy affecting the spatial development of the area and does not deviate from it.

## 14 RECOMMENDATION

The application is in line with the City of Johannesburg’s vision for this area and supports the policy. We are of the opinion that the proposed development would align with the surrounding area. We therefore recommend that the application be approved.

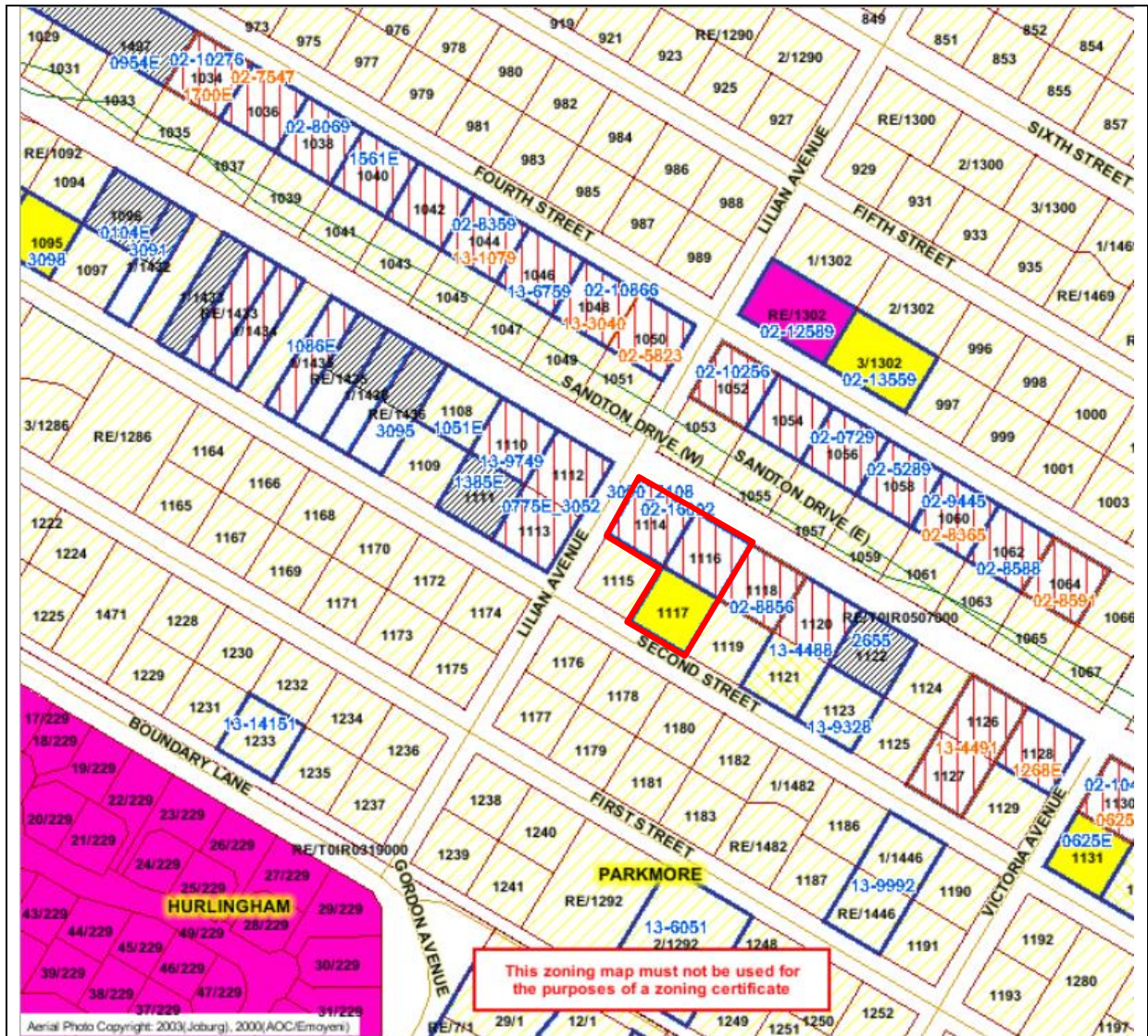
### ANNEXURE 2: LAND USE MAP



**Legend**

- Residential
- Offices
- Bridal Shop
- Children's Toy Shop
- Bed and Breakfast/ Guesthouse

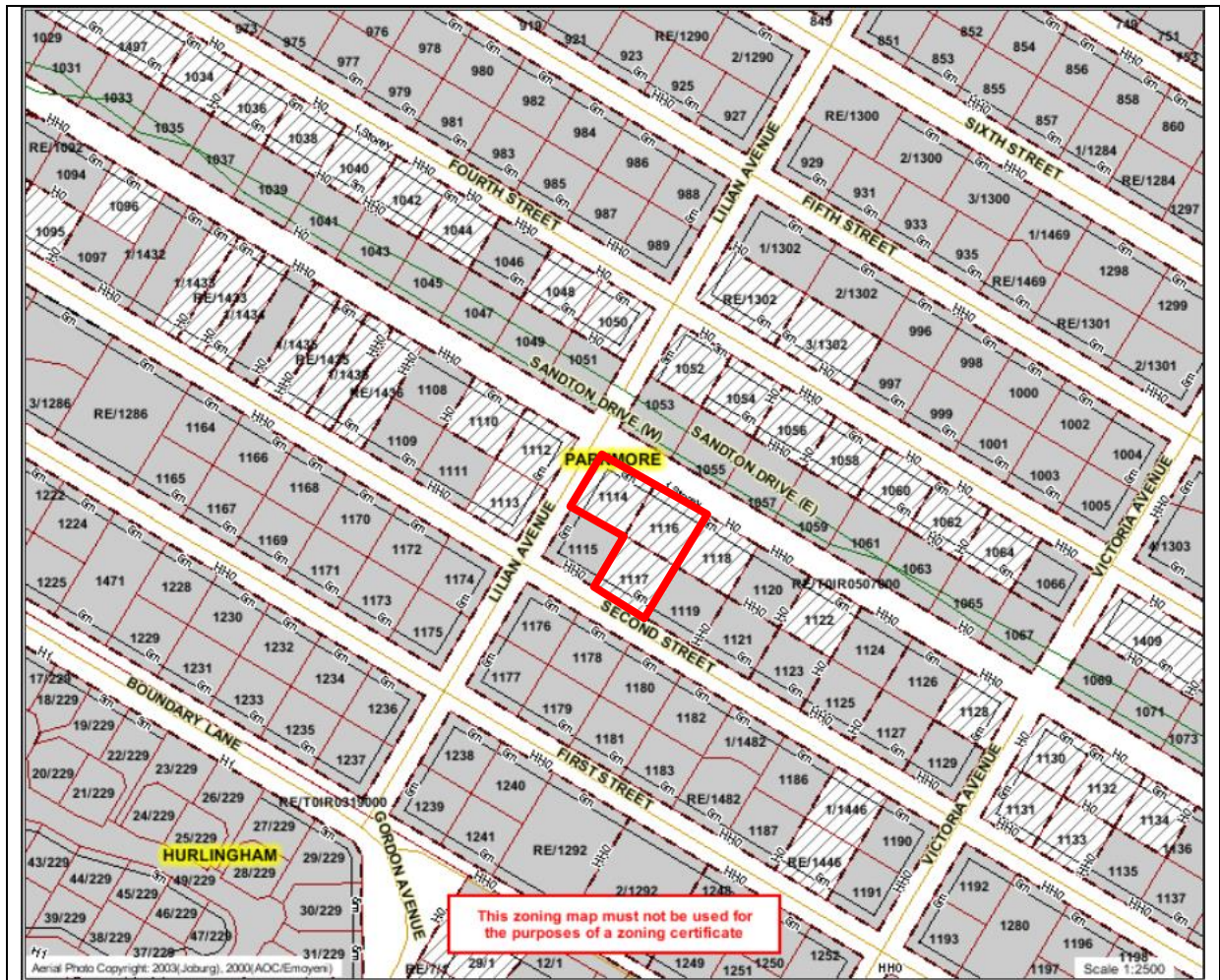
ANNEXURE 3: ZONING MAP



Legend

- Special Zoning
- Residential 1
- Residential 3
- Institutional
- Business 4

ANNEXURE 4: DENSITY MAP



LEGEND

- The Site
- No Density
- 1500 m<sup>2</sup>
- 400 m<sup>2</sup>
- 500 m<sup>2</sup>
- ERF